

**SYSTEM, METHOD, AND COMPUTER PROGRAM PRODUCT FOR
SHORT-RANGE WEATHER ADAPTED, BUSINESS FORECASTING**

Abstract

A system, method and computer program product for short-term forecasting of future retail performance are described herein. The system includes a Web-based graphical user interface, a weather history database and a weather forecast database. The method and computer program product allow users (e.g., retail managers and the like) to produce maps and related charts, using weather and sales history correlation analyses, indicating weather favorability for specific retail products in specific geographic areas during specific future (and past) time periods. The weather favorability maps thereby facilitate retail-based advertising, allocation, placement, promotion and staffing decisions.

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